Joey Chan (Ms)

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Profile Summary:

Experienced UI/UX professional with a comprehensive background in frontend development and a solid foundation in user-centered design principles. Proficient in creating intuitive, visually appealing interfaces that enhance user experience and drive engagement. Skilled in leveraging a diverse set of design and programming tools, including Figma, Adobe suite, and various programming languages such as HTML, CSS, and JavaScript. Adept at collaborating with cross-functional teams to translate complex requirements into user-friendly design solutions.

Proven ability to manage multiple projects simultaneously, delivering high-quality results within specified timelines. Committed to continuous learning and staying updated with the latest industry trends to deliver cutting-edge design solutions.

Core Competencies:

Setting Research Goals for UI Design and User Research
       Developing Problem Statements and Survey Questions
       Prototyping and Designing Individual UI Options

Conducting Heuristic Evaluation and Usability Testing
       Creating User Scenarios, Personas, and Journey Maps   Setting Use Cases, Product Roadmaps, and A/B Testing Options

Wireframing and Prototyping
       Analyzing Usability Heuristics and Conducting SWOT Analysis
       Defining UX Metrics and Relating to Empathy Journey Maps

Pinpointing Usability Issues and Pain Points
       Designing Wireframes, Style Guides, and Affinity Diagrams
       Drawing Value Proposition Canvases and User Storyboards

User Interface (UI) Design
       User Experience (UX) Design
       Frontend Development

Design Thinking Methodologies Information Architecture
       Visual Design Principles

Interaction Design
       Agile Project Management   Cross-Functional Collaboration

UX DESIGN EXPERIENCE

Design Related Employment History

ACRA (Contract)   **Jul 2023 – Oct 2023**
- Identified and rectified critical design flaws, significantly enhancing user experience across ACRA's digital platforms.
- Successfully revamped design components and iconography, leading to a more cohesive and visually appealing interface.
- Facilitated productive collaboration between stakeholders, resulting in the implementation of user-centric design enhancements.
- Implemented efficient project tracking systems using Jira and Confluence, ensuring timely delivery of design projects.
- Conducted comprehensive user testing, validating design improvements and ensuring alignment with user needs.

NCSS (Contract)   **Oct 2022 – Apr 2023**
- Spearheaded the transformation of NCSS's Sharepoint Intranet, resulting in a 30% increase in user engagement.
- Innovatively used PowerShell scripting for data extraction, streamlining internal workflows and enhancing productivity.
- Successfully proposed and implemented UX solutions, leading to a 25% reduction in user-reported usability issues.
- Applied UX methodologies in iterative stages, resulting in a seamless transition to the redesigned EPES system.
- Received commendation for exemplary project management and dedication to delivering high-quality UX solutions.

HDB (Contract)   **Jun 2022 – Jun 2022**

Revitalized HDB's website and mobile app interfaces, resulting in a 20% increase in user satisfaction ratings.
- Implemented innovative Interaction Design Prototypes, enhancing user engagement and navigation efficiency.
- Creatively designed graphical illustrations, effectively communicating error messages and improving user understanding.
- Demonstrated exceptional design proficiency, earning praise for delivering impactful design solutions within tight deadlines.
- Presented design effects using Figma, effectively showcasing the visual appeal and functionality of proposed enhancements.
- Short Demonstration of the Design Effect in Figma:
- **https://www.figma.com/proto/7vX2adNyRZibNxQWszYB4x/Checkbox?node-id=8-10&starting-point-node-id=8%3A10**

Nanyang Technological University (NTU), Singapore   **Dec 2020 - Jul 2021**
Shuttle Partner Mobile App Project   *July 2021*

Overview: Participated in a project as part of NTU Boot Camp to enhance the Shuttle Partner mobile app, a Bangladeshi transport service similar to Grab.

Achievements:
- Enhanced driver recruitment process by 30% through the implementation of tailored interview questions.
- Conducted extensive research on existing transport apps like Grab and Swvl to identify industry best practices.
- Utilized Miro software for collaborative research, facilitating team discussions and finalizing project requirements.
- Impact: Contributed to the improvement of user experience and functionality of the Shuttle Partner app, aligning with industry standards.
- Lessons Learned: Gained valuable hands-on experience in UX design and the importance of user-centric research and collaboration in project development.

UX Design and Product Management, Boot Camp   *Dec 2020 - Jun 2021*
- *A 6-month practical course on UX design*
- Learnt core UX skills including prototyping and individual User Interface (UI) design

- *Healthy365 Mobile App* (Singapore Health Promotion Board) - Worked in a team of 4 to improve the app
- Created a design mock-up to improve the rewards redemption process through physical exercise
- I worked on the User Flow and UI Design of the proposed solution:
    - Design portfolio: https://www.behance.net/gallery/117635131/Rework-of-Healthy-365-App
    - Blog article describing project details: https://joeychan149.medium.com/busy-juggling-too-many-tasks-helping-singaporeans-become-healthier-through-healthy365-app-7333516116e2

Skills learnt and <mark>Applied in the latest UX and UI jobs:</mark>

1. Setting Research Goals UI Design, User Research, Heuristic evaluation, Wireframing, Prototyping, User Journey Map	2. Pinpoint the Usability Issues Finding
3. Setting Pain Points and Problem Statements	4. Preparing Survey Questions and conducting user interviews
5. Creating User Scenario and Persona	6. Zooming into Usability Heuristics
7. Creating wireframes, churning out style guide for colour schemes	8. Creating Competitor and SWOT Analysis
9. Prototyping and individual UI design options	10. Creating Affinity Diagram
11. Setting up Use Cases, drawing up Product Roadmap and setting A/B Testing Options	12. Setting the UX Metrics
13. Relating to Empathy Journey Map and drawing up Customer Journey Map	14. Drawing up the Value Proposition Canvas and creating user storyboard

PAST EMPLOYMENT HISTORY

NTUC Fairprice Pte Ltd, International Sourcing (Contract)   **Sep 2019 – Dec 2019**
- Sourced for food and household supplies and conducted product surveys, food tasting and testing items

Silverlakegroup Pte Ltd, Administrator (Contract)   **Nov 2018 – Feb 2019**
- Silverlake is an enterprise software company serving banks and other companies
- Key tasks included project scheduling and creating resource utilisation reports to ensure the IT projects run on time

Ocean Network Express Pte Ltd, Executive (Contract)   **Oct 2017 – Jun 2018**
- Worked in the shipping company's finance department on vendor information and payments

Marketing Executive roles:

MJI Universal Pte Ltd   **Mar 2016 – Oct 2016**
- Sales and marketing role in this animal feed ingredients company

Genufood Enzymes Pte Ltd   **Jul 2013 – Apr 2014**
- Health supplements start-up where main tasks were event management and retail store management

Hawley & Hazel Pte Ltd   **Mar 2012 – Jan 2013**
- Set up various digital campaigns for Darlie Toothpaste including on Facebook
- Conducted Google Analytics analysis to report on website traffic for the above campaigns in APAC region

Meiji Seika Singapore Pte Ltd   **Sep 2009 – Mar 2012**
- Developed Facebook campaigns for Meiji which helped to increase its online sales by 30%
- Redesigned product ranges and managed outdoor sales events which resulted in 5% increase in sales
- Relationship management with Amino Collagen members and ensured the stickiness of its members
- Using SWOT analysis to track competitors' movements and designed strategies to increase sales
- Conducted market research by setting up survey questions and questionaires for customers
- Website contents management of all product related information in Meiji's website
- Worked with design agencies on the packaging design

Konica Minolta Business Solutions   **Jul 2008 – Jul 2009**
- Using SWOT analysis to track competitors' movements and designed strategies to increase sales
- Website contents management of all product related information in Konica's website
- Localised campaign flyers, direct mailers, website, magazine and all other forms of advertisements for Singapore market distribution (using Adobe Illustrator & Photoshop software)
- Design marketing collaterals, brochures, newsletters etc
- Support sales teams in generating reports and sales tabulation

Jia Jia Sales and Marketing, Trade Marketing Assistant (Contract)   **Sep 2007 – Jul 2008**
- Supported manager in negotiations with advertising companies for canned drinks packaging design
- Writing sponsorship letters, helping to distribute sponsored items to social welfare institutions

Other roles: 2000 – 2007

Fujitsu Asia Pte Ltd, Secretary
Onasus / Itech Vision, Call Centre Agent
EMC Asia Pacific Pte Ltd, Administrator
Maersk Singapore, Customer Service Officer & Systems Analyst
SPH Ltd, Admin Assistant

EDUCATION

Nanyang Technological University (NTU)   **Dec 2020 -July 2021**
Codigo and Sandbox basics for HTML, CSS and Javascript   *Jun 2021 - July 2021*
User Experience & Product Management Certificate   *Dec 2020 - Jun 2021*

NTUC Learning Hub   **July 2020 – Aug 2022**
Courses:

- Project Management for All
- Comparing Agile vs Waterfall Project Management

- Project Fundamentals using Gantt Chart
- Know Your Customers through a Human Centered Approach

- Cybint Cyber Security Protection
- HFI UX2 - CERTIFIED DIGITAL PERSUASION ANALYST (CDPA)-P211006MIZ

Pro App Pte Ltd	Rapid Prototyping in UX Design	**30 Apr 2023**
	Designing for Accessibility	**25 Apr 2023**
	Improving UX with Interaction Design	**24 Apr 2023**
	Designing a Winning Portfolio	
Garranto Academy	*Certified SAFe 5 Agilist*	**Sep 2022 to Sep 2023**
Garranto Academy	*Human Centered Design for Fintech & Digital Banking*	**Jul 2022**
Theanthropy Pte Ltd*, Certified Scrum Product Owner*		**Aug 2020**
Skills Global Academy, *Adobe Photoshop Essentials*		**Aug 2018**
Ngee Ann Polytechnic*, Diploma in Marketing (Distinction)*		**Jul 1998 – Jun 2000**

Marketing and Design software: Figma, Adobe Invision, XD, Photoshop, Illustrator, CMS, Webflow, Mailchimp, Instagram, Facebook, Twitter, Brackets, Wordpress, Constant Contact, Behance, Medium, Google Analytics, Ads.

Project Management software: Jira, Confluence, Trello.

Programming: Javascript, ReactJs, HTML, CSS, Github, Visual Studio Code, ATOM, Notepad++, Python, NPM, NodeJS, Git, GitLab, NextJS, NestJS, Android Studio, Jquery, Bootstrap, AngularJS, ChartJS.

LANGUAGES
English, Chinese, Japanese (Pre-advanced JLPT 3), Korean (Basic)

INTERESTS
Swimming, singing and self-learning (eg learning software coding from logrocket blog and stackoverflow forum)

Programming: HTML, CSS, JavaScript.
https://joey147.github.io/Breadandbutter/design.html

Figma –   **https://www.figma.com/file/pD7K2ePDLSrzrU1pFmjNdX/Pet-Mobile-App?node-id=0%3A1**
It is pet mobile app created on request by a company.
You can choose to view if you have Figma account.

Pet Mobile App 7 Day Design Concept Challenge
Design Task is to find and create other similar pet owners
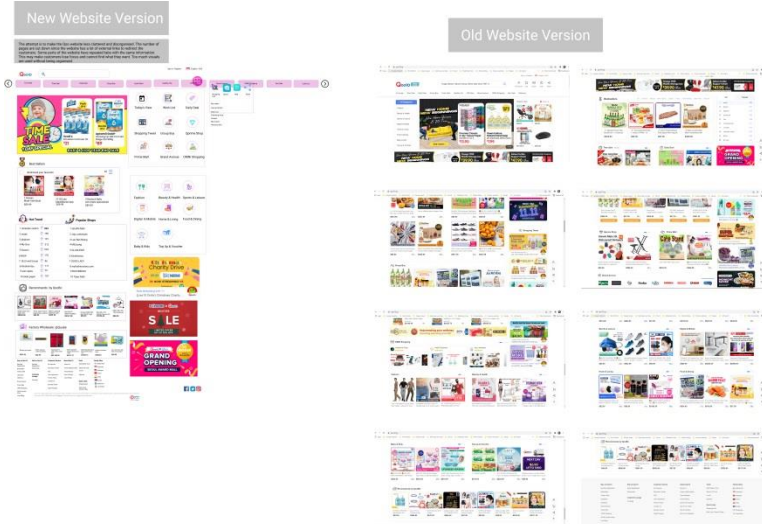**Via online myself in Singapore**
By applying some research information with similar apps
It is a redesign movement to improve Gmarket existing website.

Axrail Amazon Partner 7 Days Redesign Second Round Challenge
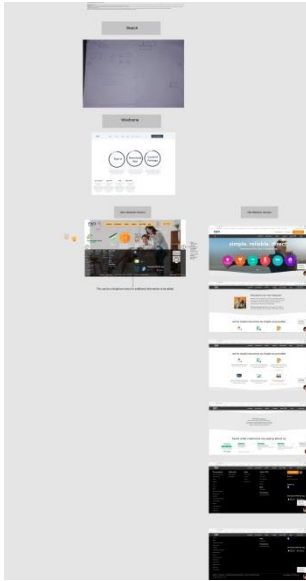**Context: Choose any favourite website to redesign**
You can choose to view if you have Figma account.
https://www.figma.com/file/sKy5mzjvtGg4VoNJUMTdIk/Website-Redesign?node-id=20%3A2
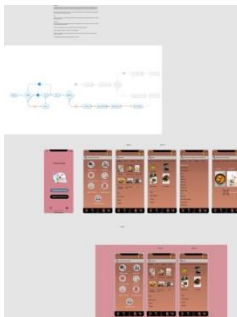

Fwd Insurance 7 Day ReDesign Challenge
https://www.figma.com/file/3suxc50jVSBWbpUunYR4on/Fwd-Insurance?node-id=0%3A1

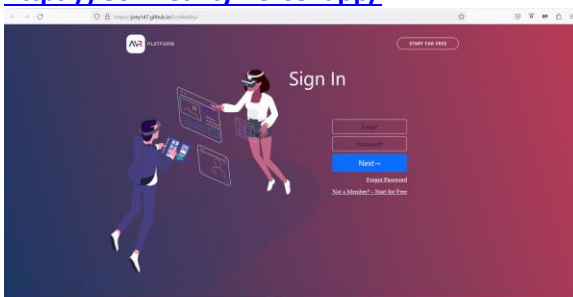**ConnectedLifeHealth 3 Days ReDesign Challenge**
https://www.figma.com/file/kf13GKGVVeXVKAz72ZuBsB/ConnectedLife-Health?node-id=0%3A1

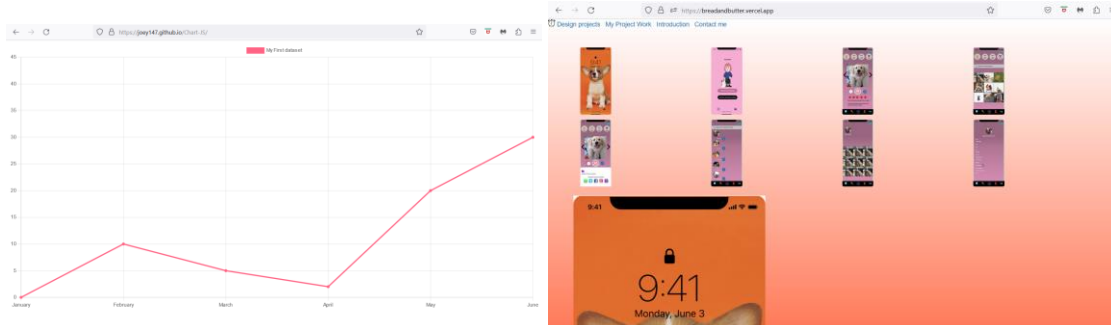**EonReality Coding Design Challenge using their Design Assets with HTML, CSS, JavaScript**
https://joey147.github.io/EonReality/
https://eon-reality.vercel.app/

Links to my websites coded with ATOM and NEXTJS, CHARTJS frameworks
https://joey147.github.io/Chart-JS/
https://chart-js-mu.vercel.app/
https://breadandbutter.vercel.app/

Link to ShuttlePartner User Research using Miro
https://miro.com/app/board/o9J_lcZtjos=/